

2020 CAMPAIGN AWARDS

UNITED WAY OF DANE COUNTY

CAMPAIGN AWARDS





WE ARE THE POWER OF MANY WORKING FOR ALL

During the most challenging year in recent history, YOU stepped up and made a big impact. Thanks to you, we were able to reach our campaign goal!

And will now be able to continue devoting resources, time and energy to help local families overcome barriers and access the building blocks of well-being – a quality education, a family-supporting job and health supports – even during a global pandemic.

Together, we truly are the Power of Many. Working for All.

TOP CAMPAIGNS

THANK YOU TO OUR CORPORATE PARTNERS WHO GENERATED THE MOST DOLLARS FOR OUR COMMUNITY!

1. American Family Insurance
2. CUNA Mutual Group
3. Partners in Giving (including UW-Madison, UW Health and state employees)
4. Exact Sciences
5. UW Credit Union
6. Alliant Energy
7. Zimbrick, Inc.
8. Christensen Associates
9. Madison Gas and Electric
10. Baker Tilly US, LLP

COMMUNITY BUILDER AWARD

CELEBRATING THE COMPANIES WHO GREW THEIR FINANCIAL IMPACT THE MOST,
HELPING TO ACCELERATE POSITIVE CHANGE IN OUR COMMUNITY.

Total Growth in Dollars – Top 3

- Alliant Energy
- Springs Window Fashions, LLC
- UW Credit Union

Total Growth in Dollars – Honorable Mentions

- Epic Systems Corporation
- Exact Sciences Corp.
- J.H. Findorff & Son Inc.
- John Deere Financial
- Madison Investment Advisors, LLC
- Promega Corporation
- Wipfli, LLP

Largest % Increase in Dollars – Top 3

- Kollath CPA
- Pieper Power
- Russ Darrow Madison KIA

Largest % Increase in Dollars – Honorable Mentions

- Amcor Flexibles
- Colony Brands, Inc.
- Dane County Humane Society
- DMB Community Bank
- Middleton Outreach Ministry, Inc.
- Murphy Desmond SC
- WI Science Professionals/AFT-WI Local 3732

POWER OF MANY AWARD

CELEBRATING THE COMPANIES WHO GREW THEIR EMPLOYEE PARTICIPATION THE MOST,
ENGAGING MORE PEOPLE IN SUPPORTING OUR COMMUNITY.

Top 3

- DMB Community Bank
- Middleton Outreach Ministry, Inc.
- WEA Credit Union

Honorable Mentions

- BWBR
- Independent Pharmacy Cooperative
- Kennedy Communications
- Kollath CPA
- Realtime Utility Engineers
- SVA
- The Alliance

ENGAGEMENT BEYOND THE PLEDGE AWARD

CELEBRATING COMPANIES WHO GO ABOVE AND BEYOND THE ONCE-A-YEAR
WORKPLACE CAMPAIGN, GROWING THEIR IMPACT

CUNA Mutual Group stepped up in 2020 to sponsor the Fall Cohort of our Boardwalk Academy. Boardwalk Academy is a 9-week personal and professional development series created to support the community leadership desires of adults who have successfully navigated poverty-related, lived experiences. The CUNA Mutual Group team saw an opportunity to lift up the voices and stories of those in underserved communities, allowing each person to step into their leadership. They were so impacted by the outcome of the Fall Cohort that they have already agreed to sponsor our Spring 2021 Cohort!

Springs Window Fashions held a strong campaign this year, where company support and leadership was evident through an increased corporate gift as well as hosting numerous creative and fun events. Springs saw a need in the community and gave an above and beyond gift of \$100,000 to United Way of Dane County! They also gave an extra \$300,000 to a variety of other local organizations in order to help the community through a challenging year. We are so grateful for Springs Window Fashions for being a leader in giving back and for their dedication to volunteerism!

INNOVATION AWARD

CELEBRATING ONE COMPANY'S COMMITMENT TO RAISING AWARENESS AND RESOURCES
THROUGH NEW AND CREATIVE STRATEGIES.

Madison Gas & Electric (MGE) is a longstanding partner with United Way. In 2020, they got creative and held an organization-wide luncheon webinar to share more about United Way and our work in the 2Gen space, inviting the Playing Field East and The Road Home Dane County to be guest speakers. During this luncheon, they held a text-to-give campaign on top of their annual pledges and raised over \$1,000 an hour! What an awesome and innovative way to spice up a campaign in this virtual environment.

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ADVOCATE IN ACTION AWARD

THIS AWARD RECOGNIZES A GROUP WHO IS PASSIONATE ABOUT GIVING BACK, ENTHUSIASTIC ABOUT ENGAGING OTHERS IN LEARNING ABOUT OUR COMMUNITY AND INSPIRES EVERYONE TO GIVE, ADVOCATE AND VOLUNTEER.

Lead United Council volunteers helped facilitate the merging of Rosenberry Society and Key Club in 2020 to form a strategic, aligned network of donors who are giving \$365 or more each year. They also built out 3 committees focused on building more engagements for donors, especially in this virtual environment. Despite the hardships brought on by 2020, the dedicated members of the Lead United Council really stepped up to lead real change in our community!

COLLABORATION AWARD

THIS AWARD RECOGNIZES A UNITED WAY PARTNER WHO IS COMMITTED TO BRINGING DIVERSE PERSPECTIVES TO OUR WORK, HELPS US UNDERSTAND AND ARTICULATE OUR COMMUNITY'S NEEDS AND FACILITATES COLLABORATIVE ACTION LEADING TO MEANINGFUL CHANGE.

UW Credit Union recently announced the start of a new fund born from the desire to help address racial disparities and build a more equitable future for Dane County. This fund includes a \$1 Million investment that will help local organizations that aim to improve the financial well-being and capacity of Black, Indigenous and people of color. In addition to their work on the Equity Fund, UW Credit Union also worked with our marketing team to create the videos shared at virtual kickoffs and sponsored the Power of Many Challenge, encouraging online gifts with a 1:1 match up to \$20,000.

PEOPLE'S CHOICE AWARD

**CELEBRATING THE WORK OF ONE ORGANIZATION WHO PUTS THE FUN INTO FUNDRAISING!
THE RECIPIENT OF THIS AWARD IS CHOSEN BY THE DANE COUNTY COMMUNITY.**

Exact Sciences drew on their strong partnership with United Way to inspire employees to participate in the campaign locally, as well as across their footprint. And it shows – they continue to be a community leader in workplace participation.